

Search Report from Ginger D. Roberts

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File 348:EUROPEAN PATENTS 1978-2002/Jan W04

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File 349:PCT FULLTEXT 1983-2002/UB=20020131,UT=20020124

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Set	Items	Description
S1	205349	INTERNET? OR NETWORK? OR WWW OR WORLD()WIDE()WEB OR WORLDWIDE()WEB OR LAN OR WAN OR LANS OR WANS OR WEBPAGE? OR WEBSITE? OR WEB() (PAGE? OR SITE?) OR CYBER? OR EXTRANET OR INTRANET OR PORTAL OR WEB
S2	37367	(CONSUMER? OR USER? OR CUSTOMER? OR PATRON? OR BUYER? OR SHOPPER? OR PURCHASER? OR CLIENT? OR INDIVIDUAL? ?) (7N) (MOVEMENT? OR NAVIGAT? OR CLICK? OR ACT OR ACTS OR ACTION? ? OR TRANSACTION? OR PURCHASE OR BUYS OR RESERVES OR BOOKS)
S3	18868	(CONSUMER? OR USER? OR CUSTOMER? OR PATRON? OR BUYER? OR SHOPPER? OR PURCHASER? OR CLIENT? OR INDIVIDUAL? ?) (7N) (PATTERN? ? OR LOOKS()AT OR OPENS OR SCANS OR SCANNING OR BROWSE OR BROWSES OR BROWSING OR PURCHASES)
S4	9408	(S2 OR S3) (7N) (DETECT? OR TRACK? OR TRACE? OR TRACING OR MONITOR? OR WATCH? OR SENS? OR DISCOVER? OR CHECK? OR SCREEN? - OR SPOT? OR IDENTIF? OR SCRUTINIZ?)
S5	20444	SUBSIDY OR SUBSIDIES OR DISCOUNT? OR COUPON? OR REBATE? OR BONUS? OR PRIZE? OR (SPECIAL OR SUGGESTED OR DISCOUNTED OR LOWER? OR DECREAS? OR MINIMIZE? OR BETTER OR BEST) (2W) (OFFER? OR PRICE? OR TERM? OR SALE? OR PROMOTION? ?)
S6	41	MORE()ATTRACTIVE(2W) (OFFER? OR PRICE? OR TERM? OR SALE? OR PROMOTION? ?)
S7	3727	(SECOND OR ANOTHER OR COMPET? OR RIVAL? OR CONTEND? OR SIMILAR OR DIFFERENT OR NEW OR ADDITIONAL OR OUTSIDE OR THIRD OR AFFILIAT? OR ALLIED OR ASSOCIATE? OR ALTERNATE? OR MEMBER?) (3-N) (VENDOR? OR SELLER? OR MERCHANT? OR RETAILER?)
S8	3855	(SECOND OR ANOTHER OR COMPET? OR RIVAL? OR CONTEND? OR SIMILAR OR DIFFERENT OR NEW OR ADDITIONAL OR OUTSIDE OR THIRD OR AFFILIAT? OR ALLIED OR ASSOCIATE? OR ALTERNATE? OR MEMBER?) (3-N) (DEALER? OR PURVEYOR? OR PARTIES OR AUCTIONEER?)
S9	112	(SECOND OR ANOTHER OR COMPET? OR RIVAL? OR CONTEND? OR SIMILAR OR DIFFERENT OR NEW OR ADDITIONAL OR OUTSIDE OR THIRD OR AFFILIAT? OR ALLIED OR ASSOCIATE? OR ALTERNATE? OR MEMBER?) (3-N) (SALESMAN OR SALESPERSON OR MERCHANTISER)
S10	20438	(SECOND OR ANOTHER OR COMPET? OR RIVAL? OR CONTEND? OR SIMILAR OR DIFFERENT OR NEW OR ADDITIONAL OR OUTSIDE OR THIRD OR AFFILIAT? OR ALLIED OR ASSOCIATE? OR ALTERNATE? OR MEMBER?) (3-N) (DISTRIBUTOR? OR PARTNER OR CHAIN)
S11	18988	(SECOND OR ANOTHER OR COMPET? OR RIVAL? OR CONTEND? OR SIMILAR OR DIFFERENT OR NEW OR ADDITIONAL OR OUTSIDE OR THIRD OR AFFILIAT? OR ALLIED OR ASSOCIATE? OR ALTERNATE? OR MEMBER?) (3-N) (FRANCHISE OR COMPETITOR OR COMPETITION)
S12	9580	(CONSUMER? OR USER? OR CUSTOMER? OR PATRON? OR BUYER? OR SHOPPER? OR PURCHASER? OR CLIENT? OR INDIVIDUAL? ?) (6N) (ACTIVITY OR ACTIVITIES)
S13	5450	S1 AND S12
S14	20479	(S5 OR S6)
S15	1301	S13 AND S14
S16	1839	S1(S)S12
S17	106	S14(S)S16
S18	69	S17 AND IC=G06F
S19	3	S17 AND IC=H04L
S20	70	S18 OR S19

*added
to strategy
(missing
previously)*

00871902

SYSTEM AND METHOD FOR ANONYMOUS TRANSACTION IN A DATA NETWORK AND
CLASSIFICATION OF INDIVIDUALS WITHOUT KNOWING THEIR REAL IDENTITY
SYSTEME ET PROCEDE DE TRANSACTION ANONYME DANS UN RESEAU DE DONNEES ET
CLASSIFICATION D'INDIVIDUS SANS CONNAITRE LEUR REELLE IDENTITE

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200205196 A2 20020117 (WO 0205196)

Application: WO 2001US41260 20010705 (PCT/WO US0141260)

Priority Application: US 2000216492 20000706

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU

CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP

KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD

SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

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Filing Language: English

Fulltext Word Count: 10884

Main International Patent Class: G06F-017/60

Fulltext Availability:

Claims

Claim

... is not known and where the user is identified by a unique identifier;
monitoring the user 's activity and responses in the closed network
or system, by tracking the unique identifier; generating or maintaining a
profile related to the unique identifier based on the user 's activity
and wherein the user 's identity is never revealed to any part of the
closed network or system that generates, maintains and employs the
profile, and wherein identity-revealing transactions involving the
products, services or information can occur only outside the closed
network or system. A system. for matching anonymous users, with
information using similar mechanisms is also...

...user profile as defined herein means anonymously collected information
about a user within a closed network or system. The user profile
contains user attributes, such as, but not limited to, age, zip code,
likes, dislikes, Web Sites visited, purchasing patterns, recently
bought products, pets, political affiliation, religious behavior, income,
socioeconomic status, articles...

...of advertisements clicked, books read in the last six months, and the
like. A closed network or system means a restricted access space (such
as a collection of "single-sign-on" websites on the World Wide Web
, or an intranet) within which user's real identities are never asked
for, but where user preference or...

...gathered. Neither identity nor profile information is ever passed into
or out of this closed network or system. However, representational or
tokenized transactional value can be passed into or out of this closed

- network or system, provided however that such. representational or tokenized value does not contain. either profile...
- ...a mechanism of representational or tokenized value that can traverse the boundaries of said closed network or system. Representational or tokenized value is any coded information (such as a coded text string) that can be generated or redeemed by the user inside or outside the closed network or system, provided however that such coded information contains neither profile nor identity information. A...
- ...a third party, such as an advertiser,, to target that particular user within the closed network or system. A user profile may be generated in a number of ways (including, but...
- ...but also audio presentation.)
- 9
- The ATP 180, typically, consists of a standard Internet or Intranet web server 150 that is capable of sending Web pages and processing scripts, a database server 160 that stores and handles database manipulation and updates...
- ...of the present invention. The ATP may also contain a
- 91
- number of domains or Web Sites (e.g., www.atpl.com (online bookstore) and www.atp2.com (online travel agency)>>. In the preferred embodiment, only one user name is needed to log into the entire ATP system. (A Web site is a group of related documents (e.g., HTML, XSL, or XML, files) and associated files, scripts, and databases that is served up by a Web server on the Internet.)
- The Web server 150, database server 160, and application server 170 are connected to a data network, such as a local area network 130 which may also be connected to the Internet through a wide area, network (WAN) 140. The Web server is a device, typically a computer, which contains a Web server software 152 and, scripts 154. Scripts are programs that contain instructions that may be executed, for example, by a Web server software. Scripts are typically written using scripting languages, such as JavaScript, Microsoft® VBScript, Microsoft® Active Server Page, and AllaireS ColdFusion. Microsoft® Internet Information Server is an example of a Web server software. The database server 160 is a device, typically a computer, which contains a...
- ...the like.) The ATP may also function as an online interactive training tool, a search portal, an offer or coupon redemption center, a travel reservation system, and the like. One skilled in the art will...
- ...of the present invention. The user interface program 182 generally comprises program logic that displays Web pages to users. Depending on the functions provided by the ATP, (inverted exclamation mark) it may include, but is not limited to, program logic that displays Web pages that enables users to register within the system, take psychological tests, search the system for...
- ...the like. In the preferred embodiment, the user interface program 182 is employed using a Web server software in conjunction with scripts. The profiling program 184 is a software program that...
- ...thus, is always anonymous in the ATP system. If the ATP contains more than one Web site (or domains), the profiling mechanism of the present invention is shared within the system, thereby...
- ...at least some of the attributes contained in the user profile.) Depending also on the Web sites contained in the ATP 180, different make ups (or types) of profiles are created. Thus, the user profile and

target profile for a travel-related Web site are different from those contained in an online bookstore Web site . to explain an embodiment of how a targeting program 186 works, an attribute needs to...ATP. In the preferred embodiment, a warning is displayed on the login

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interface (or Web page) stating to the effect that the user should not enter information or use a user...

...are taken out of and relegated outside of the ATP 180, e.g., to other Web sites available on the Internet . Fig. 2 is an exemplary basic embodiment of the system architecture of the present invention...

...s Internet browser (110 or 120) (or Internet-enabled appliance) and through a data network (130, 140) such as the Internet. In this embodiment, the ATP profiles the user and acts like a typical Web site (depending on the functions provided by the ATP), except that non-anonymous transactions are not enabled in the ATP. (A NAP is any Web Site or system that potentially may require the user to disclose the user's real identity...

...ATP by a unique identifier, rather than by the user's real identity. While surfing the Web sites contained in the ATP 180, the user may, at any time, conduct a nonanonymous transaction...of the NAP, such that when the user clicks on the hyperlink, the user's web browser accesses and/or connects to the NAP web site and thus leaves the ATP system. Such hyperlink (or HTTP request) generally do not pass any profiling information to the NAP, except, maybe the address of the referring

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Web site , which is the ATP. Furthermore, the databases used by the ATP and the NAP are...

...audit information (which may also be contained in the user profile), such as the referring Web Site , the ad. clicked that transferred the user to the NAP, or the like may also be transmitted to the NAP. While a user is surfing the Web sites contained in the ATP, the ATP 180 uses the profiling program. 184 (in Fig. 1...

...program 186 (in Fig. 1). For example, while the user is surfing an ATP 180 Web site , targeted ads may be presented depending on the user profile and the target profile of...

...115 connects to the ATP 180 and to a NonProfiling Provider 185 via a data network 130, 140. The ATP profiles the user through the user's unique identifier and also...

...system that interfaces to various NPPs. In addition, the NPP may contain one or more Web sites . Such hyperlink (or HTTP request) generally do not pass any profiling information to the NPP, except, maybe the address of the referring Web site , which is the ATP. Furthermore, the databases used by the ATP and the NPP...

...a legally binding manner, such as in a privacy policy notice posted in the NPP Web site . Targeted marketing is also done in the NPP 188. Similar to the ATP contained in...

...To be profiled, users from the NPP may either explicitly travel or access the ATP Web site (e.g., typing the URL address), or preferably, the interfaces and tools of the ATP...

...implementation. In a frame within a frame implementation, a user seemingly is within the NPP Web site , when in actuality, the user is within the ATP. In another embodiment, the NPP may...another example, if an NPP has several ads that it wants to display on its Web site , the

ads displayed thus depend on which user is logged in, the target profile of...

...with the NAP 185 (Fig. 2) and the NPP 188 (Fig. 3). For example, if coupons are
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posted in the ATP Web site, such coupon may be redeemed in the NAP 185 (or the NPP 188) by passing the unique identifier and the coupon number recognized by the NAP 185 (or the NPP 188). The ATP and the NPP...
...such came credits. The ATP may also function as an online mall, where multiple vendor Web pages are aggregated at a single Web page contained in the ATP. See the examples below for how this interaction between the ATP...

20/3,K/9 (Item 2 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00868228

USER SERVICES AND INFORMATION MANAGEMENT SYSTEM AND METHOD
SYSTEME ET PROCEDE DE GESTION DES SERVICES ET INFORMATION A DES
UTILISATEURS

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200201458 A2 20020103 (WO 0201458)
Application: WO 2001US19931 20010622 (PCT/WO US0119931)
Priority Application: US 2000213462 20000623

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ
DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ
LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG
SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 19630

Main International Patent Class: G06F-017/60

Fulltext Availability:

Claims

Claim

... site or
off-site. An enterprise may transact commercial business, augment
existing business or provide activities for one or more users. -1 3
Overview
[00601 According to any preferred or exemplary
embodiment, the system and method...

...interfaces associated with access points, including access points on the

Search Report from Ginger D. Roberts

LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG
SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

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Fulltext Word Count: 10882

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... of community activities, such as electronic bulletin boards, electronic chat rooms, and access hyperlinks to web pages specific to the user's business category, and may also participate in education activities. At step 112, the user may link to a web page providing consultation services, such as recommendations on the types of marketing products and services...

...and services. Marketing vehicles include, for example, direct marketing and advertising. Direct marketing refers to activities where a user directs efforts toward a target audience using one or more media for the purpose of...

...a prospect or customer. Examples of direct marketing include, but are not limited to, print coupons, on-line coupons and telemarketing calls. Examples of advertising include, but are not limited to, broadcast media such as...with the order. Step 562 provides a credit processing function.

Fig. 4 shows a main web page 600 from which the user accesses various community activities and informational material. At step 602 the user can access testimonials and sample portions of ads, which can include electronic ads 612 and physical ads 614, e.g., paper coupons. In step 616 users can access information regarding upcoming events. Upcoming events can include...

20/3,K/12 (Item 5 from file: 349)

DIALOG(R) File 349:PCT FULLTEXT

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00865406 **Image available**

ADVERTISING, COMPENSATION AND SERVICE HOST APPARATUS, METHOD AND SYSTEM
ORDINATEUR HOTE, METHODE ET SYSTEME PERMETTANT D'ADRESSER DES MESSAGES
PUBLICITAIRES ET DE FOURNIR UNE COMPENSATION AINSI QUE DES SERVICES

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200198990 A1 20011227 (WO 0198990)
Application: WO 2001US16485 20010621 (PCT/WO US0116485)
Priority Application: US 2000598458 20000622

Parent Application/Grant:

Related by Continuation to: US 2000598458 20000622 (CIP)

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU

CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP

KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD

SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

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Main International Patent Class: G06F-017/60

International Patent Class: G06F-017/00

Fulltext Availability:

Claims

Claim

... medium as in claim 44, wherein farther code is added to determine value of designated **client activity** in the content provider's content. 46) Computer executable software code stored on a computer... related news on the sponsor.

64) A system compnsing:

a) a memory loaded with a **web page** ;

b) a functional sponsor host, loaded in the **web page** ; and

c) an advertising wheel, disposed in communication with the functional sponsor host, wherein client impressions are transmitted from the fimtional sponsor host in relation to the **web page** .

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) The system of claim 64, wherein client impressions are transmitted each time the client: (1) views the **web page** ; (2) prints the **web page** ; (3) saves the **web page** ; (4) initiates a search from the **web page** ; or (5) transmits the **web page** . 66) The system of claim 64, whercin the advertising wheel contains a secondary source of...

...A method comprising:

a) transmitting a host from a sponsor to a client on a **network** , wherein the

host has a face valuc;

b) storing the host in a memory; and...

...transmitting the host from the client to a remote location, wherein the host provides a **discount** on goods or services according to the face value. 75) The method of claim. 65...

...rate. 77) The method of claim, 66, whercin the value may be a time value **discount** .

78) A method comprising:

a) transmitting a host from a sponsor to a client on a **network** , wherein the

host has a redemption value;

b) storing the host in a memory; and...

...rate. 81) The method of claim 78, whercin the value may be a time value **discount** .

82) A method comprising:

a) transmitting a functional sponsor host to a client; and

b...

20/3,K/13 (Item 6 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

respond to the merchant web site processor. The merchant web site processor may cause the display of a summary of the point activity to the customer following point balance update, the summary includes information representative of the beginning point balance, regular points earned, bonus points earned, points redeemed and the new point balance. As the consumer account information stored...

...account information is immediately available to all other retailer systems in both the physical and Internet domains for participating merchants having retailer systems networked to the host system. An acknowledgment from the program administrator host system is not necessary for the web site processor to proceed with subsequent processing, and those skilled in the art will recognize that...

...administrator host system is unavailable for any reason, the transaction may be temporarily stored in web site server data storage until the connection is available, at which time the point update message...

20/3,K/15 (Item 8 from file: 349)

DIALOG(R) File 349:PCT FULLTEXT

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00842385 **Image available**

PERSONAL COMMUNICATION DEVICE FOR SCHEDULING PRESENTATION OF DIGITAL CONTENT

PROCEDE ET APPAREIL DE PLANIFICATION DE LA PRESENTATION D'UN CONTENU NUMERIQUE SUR UN DISPOSITIF DE COMMUNICATION PERSONNEL

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Patent and Priority Information (Country, Number, Date):

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Application: WO 2001US11055 20010404 (PCT/WO US0111055)
Priority Application: US 2000194644 20000404; US 2000229235 20000831; US
2000232063 20000912; US 2000745617 20001220

Parent Application/Grant:

Related by Continuation to: US 2000745617 20001220 (CIP)

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ

DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ
LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG

SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

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Search Report from Ginger D. Roberts

...International Patent Class: G06F-013/00

Fulltext Availability:

Claims

Claim

- ... the location and availability of other individuals, news that publicizes the current situations of celebrity **individuals**, events and **activities** involving church and community organizations, and events and activities involving friends and relatives. 2.A...
- ...a message. Within the context of the present invention, instant messages are carried through the **network** as with any other routed digital content. The current status of the recipient is presented...
- ...invention create value for wireless operator:
2.C 3G experience on a 2.5G packet **network**
2.C Lets operators be more than a data pipe
content. 2.D. Creating value...
- ...Hooks to recurring revenue: Since the originator and transport agents of digital content on this **network** are specifically identified for each piece of digital content, ongoing revenues (if any) can be...
- ...if they approach a physical storefront. Also, another piece of digital content representing a digital **coupon** upon interaction could debit a users account. .A. Content: Content is the primary digital construct on which the **network** platform operates. The **network** platform establishes an environment, in which content is created, wrapped (i.e., defined in terms of meta-data), routed, delivered, presented, and refreshed. The **network** platform constitutes an infrastructure to satisfy the content-related objectives of both content providers and consumers. Because of the digital nature of the **network**, there exists a need to represent real- The **network** platform is content-centric, in that it provides a context-based vehicle for routing, packaging, presenting, and interacting with content. The **network** platform utilizes an expanded definition of content that treats (1) everything ...form, hereafter referred to as the "wrapper", is used by the computational mechanisms in the **network** platform to route, deliver, present and refresh the data form, hereafter referred to as the...
- ...all the information needed for the content items to behave appropriately and effectively in the **network** platform. That is, the wrapper, by interacting with the **network** platform's computational environment, controls the behavior of the content items throughout the system. In...
- ...advertisement of message E from merchant 2 relates to content L, M. In practice, the **network** may manage hundreds or thousands of categories of subject matter. The **network** may require that members, including users and merchants, enter or select category designations or key...

20/3,K/16 (Item 9 from file: 349)

DIALOG(R) File 349:PCT FULLTEXT

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00842046 **Image available**

FACILITATING TRANSACTIONS BETWEEN MERCHANT, ASSOCIATE, AND USER
TRANSACTIONS FACILITEES ENTRE UN COMMERCEANT, UN ASSOCIE ET UN UTILISATEUR
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(Residence), US (Nationality), (For all designated states except: US)

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, US (Nationality), (Designated only for: US)
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(Residence), US (Nationality), (Designated only for: US)
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Patent and Priority Information (Country, Number, Date):

Patent: WO 200175734 A1 20011011 (WO 0175734)
Application: WO 2001US10340 20010330 (PCT/WO US0110340)
Priority Application: US 2000193880 20000331

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ
DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ
LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG
SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 9032

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... HTML
code, javascript or any like method.

Proxy program server 520 monitors the online shopping activity of
user 105 and dynamically enters appropriate discounts and other
values
based on the online transaction and associate's 107 marketing
relationship with...

...to merchant server 600 as user 105
proceeds with an online purchase at a merchant Web site . For example,
in a gift certificate redemption program, a merchant 106 may provide a
set...

...page
and automates the insertion of the "code" into the gift certificate block
on the Web page .

In an alternate embodiment, some of the entered information
may be included in the transmission...

20/3,K/17 (Item 10 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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customer profile in the central database host system and respond to the merchant **web site** processor. The merchant **web site** processor may cause the display of a summary of the point **activity** to the **customer** following point balance update, the summary includes information representative of the beginning point balance, regular points earned, **bonus** points earned, points redeemed and the new point balance. As the consumer account information stored...

...account information is immediately available to all other retailer systems in both the physical and **internet** domains for participating merchants having retailer systems **networked** to the host system. An acknowledgement from the program administrator host system is not necessary for the **web site** processor to proceed with subsequent processing, and 1 5 those skilled in the art will...

...administrator host system is unavailable for any reason, the transaction may be temporarily stored in **web site** server data storage until the connection is available, at which time the point update message...

20/3,K/19 (Item 12 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00824102 **Image available**

TRUST-BASED CLIQUES MARKETING TOOL

OUTIL DE MARKETING POUR GROUPE AYANT UNE RELATION BASEE SUR LA CONFIANCE

Patent Applicant/Inventor:

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Legal Representative:

DUCHENE Dennis A (et al) (agent), Fitzpatrick, Cella, Harper & Scinto, 30
Rockefeller Plaza, New York, NY 10112-3801, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200157633 A1 20010809 (WO 0157633)

Application: WO 2001US3831 20010206 (PCT/WO US0103831)

Priority Application: US 2000180700 20000207

Designated States: JP US

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

Publication Language: English

Filing Language: English

Fulltext Word Count: 18626

Main International Patent Class: G06F-003/00

International Patent Class: G06F-015/163

Fulltext Availability:

Detailed Description

Detailed Description

... which support a
bulletin board functionality for access by users of
- 25
server 61 via **network** 10. Specifically, bulletin
board files 90 allow a **user** to access and view the
activities and communications, such as text
messages, of other users of server 61, as discussed
more...

...the user's utilization of server 61. For

00779723 **Image available**

**BUSINESS SYSTEM
SYSTEME COMMERCIAL**

Patent Applicant/Inventor:

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US (Residence), IN (Nationality)

MOMIN Zulfiqar Noormohammed, 1201 Dulles Avenue, Apartment 5105,
Stafford, TX 77477, US, US (Residence), US (Nationality)

Legal Representative:

FULGHUM Roger, Baker Botts L.L.P., One Shell Plaza, 910 Louisiana,
Houston, TX 77002-4995, US

Patent and Priority Information (Country, Number, Date):

Patent: WO 200113307 A1 20010222 (WO 0113307)

Application: WO 2000US22503 20000816 (PCT/WO US0022503)

Priority Application: US 99375934 19990817

Designated States: AE AG AL AM AT AT (utility model) AU AZ BA BB BG BR BY
BZ CA CH CN CR CU CZ CZ (utility model) DE DE (utility model) DK DK
(utility model) DM DZ EE EE (utility model) ES FI FI (utility model) GB
GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KR (utility model) KZ LC LK
LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK
SK (utility model) SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 9311

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... provides his GPS location to a Host System and receives an automatic
1 4

a consumer engages in a purchasing activity at a signed-up retail
merchant's location. As is discussed elsewhere in this invention, a
proprietary web - site 13 is maintained on which merchants 15 can
advertise and consumers 17 can obtain information and coupons . The
present invention also includes a Host System database 11 with
information on the consumer 17, the merchant 15, and the coupons
available to the consumer 17. When making the purchase, the consumer 17
is asked to time, itemized download of the rebates / discounts
advertised on the proprietary web - site 13 by that specific merchant
15. This should enable the cashier to cross-check those few discounted
items against the total number of items to be scanned at the time, so
that the applicable discounts are properly credited and shown as such
on the receipt of the consumer 17.

After...

20/3,K/41 (Item 34 from file: 349)

DIALOG(R) File 349:PCT FULLTEXT

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00777017

A SYSTEM, METHOD AND ARTICLE OF MANUFACTURE FOR A HOST FRAMEWORK DESIGN IN
AN E-COMMERCE ARCHITECTURE
SYSTEME, PROCEDE ET ARTICLE DE PRODUCTION DESTINES A LA CONCEPTION D'UNE
STRUCTURE D'ORDINATEUR CENTRAL DANS UNE ARCHITECTURE DE COMMERCE
ELECTRONIQUE

coupons the **coupon** consumer is interested in, etc. In such an embodiment, the consumer at computer system 211 may access digital **coupons** in his/her digital **coupon** wallet across the Internet via the World Wide Web .

In both a local (consumer's computer system) based digital coupon wallet or a remote...

20/3,K/57 (Item 50 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00576354 **Image available**

METHOD AND APPARATUS FOR PROVIDING CROSS BENEFITS AND PENALTIES
PROCEDE ET DISPOSITIF SERVANT A PRODUIRE DES AVANTAGES ET DES PENALITES
CROISES

Patent Applicant/Inventor:

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Legal Representative:

MASCHOFF Kurt M (et al) (agent), Intellectual Property Department, Walker
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Patent and Priority Information (Country, Number, Date):

Patent: WO 200039727 A2 20000706 (WO 0039727)
Application: WO 99US30504 19991221 (PCT/WO US9930504)
Priority Application: US 98219267 19981223; US 99322351 19990528

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE

ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT
LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT
UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 19180

Main International Patent Class: G06F-017/60

Fulltext Availability:

Claims

Claim

... S003 SATELLITEZ PREPAID \$0 3

TELEVISION BALANCE \$10,500

FlGm 7

800

OFFER SUBSIDIZING CUSTOMER SUBSIDY WHEN ADDITIONAL

RULE VENDOR ACTIVITY AMOUNT EFFECTIVE TRANSACTION E

IDENTIFIER IDENTIFIER REQUIRED

802 820 822...

Search Report from Ginger D. Roberts

...R0001 Sol 1 SHOPPING CART UP TO \$50 ALWAYS CREDIT CARD Tf
804 ACCOUNT
ACCESS WEB PURCHASING SIGN UP FOR BYE
R0002 S012 SITE 101 UP TO \$50 ITEM P004 INTERNET ACCESS F
806 ACCOUNT TF
I
R0003 S012 ACCESS WEB SITE 102 \$40 CREDIT CARD = VISA SIGN UP FOR
VISA 1 1
808 FROM WEB SITE 103 AND TOTAL PRICE > \$100 PLUS ACCOUNT TF
READY TO PURCHASE CUSTOMER IS FROM A...

...100 NEW ENGLAND STATE RETAILER X FOR 3 DATI
810 MONTHS
16
@ R0005 S014 DOWNLOAD COUPONS MAKE10LONG 2M,
FROM RETAIL KIOSK \$75 ALWAYS DISTANCE CALLS TF
USING 10 0000
FiGn 8...

...FIGs 9A
900 (CONT.)
TOTAL
TOTAL PRICE WHEN OBLIGATION ACTUAL
PRICE WITH ACCEPTED FULFILLED FULFILL
SUBSIDY DATE
934 936 938 940 942
\$97.12 \$47.12 8:15 AM YES 7...

...OFFERS ACCEPTED: 1,003 1006
TOTAL NUMBER OF RENEGED OFFERS: 18
1008
TOTAL AMOUNT OF SUBSIDIES : \$52,800.00 1009
OFFER RULE NUMBER OF NUMBER OF NUMBER OF AMOUNT OF
IDENTIFIER OFFERS OFFERS OFFERS SUBSIDIES
ACCEPTED RENEGED DUE
1010 1020 1022 1024 1026 1028
R1111 1004 500 10 \$2500.00 FROM A FIRST VENDOR 1202
SELECT A SUBSIDY
1204
TRANSMIT OFFER FOR SUBSIDY
1206
4
RECEIVE RESPONSE FROM CUSTOMER
1208
ACCEPTED PROCESS TRANSACTION
OFFER CONVENTIONALLY 1212
121
YE...

...CUSTOM NO
FULFILLED HIS APPLY PENALTY
I N? 1220
Y
FiGs 12
/19
1300
DETERMINE SUBSIDY AMOUNT
OF SELECTED SUBSIDY
1302
CHARGE TOTAL PRICE TO THE
CREDIT CARD ACCOUNT
1304
CREDIT SUBSIDY AMOUNT TO THE

CREDIT CARD ACCOUNT. INCLUDE OFFER
IDENTIFIER IN CREDIT DATA 1306
MARK TRANSACTION...

20/3,K/58 (Item 51 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00576347 **Image available**

METHOD AND APPARATUS FOR PROVIDING CROSS-BENEFITS BASED ON A CUSTOMER
ACTIVITY

PROCEDE ET APPAREIL SERVANT A GENERER DES BENEFICES PARALLELES LIES A
L'ACTIVITE D'UN CLIENT

Patent and Priority Information (Country, Number, Date):

Patent: WO 200039720 A1 20000706 (WO 0039720)

Application: WO 99US19955 19990831 (PCT/WO US9919955)

Priority Application: US 98282747 19981005

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT
LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT
UA UG US UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ UG ZW AM AZ BY KG KZ MD
RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF
CG CI CM GA GN GW ML MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 19014

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Claims

English Abstract

In accordance with the present invention, a controller receives
information relating to **customer activity** with a first vendor,
typically via a **Web page** that a customer accesses. The controller
further receives an indication of items the customer desires...

...controller determines, based on any of various criteria, whether to
provide an offer for a **subsidy** based on the information relating to
customer activity. For example, a **customer** that places certain items
in his virtual shopping cart may receive such an offer. The offer for a
subsidy is from a second vendor (a subsidizing vendor), and may define,
for example, a reduction...

...for the item and an obligation for the customer to fulfill in exchange
for the **subsidy**. For example, the customer may be obliged to sign up
for a credit card or telephone service provided by the subsidizing
vendor. An indication of the offer for the **subsidy** is provided to the
customer, e.g., via a text or graphical display on the **Web page**. The
customer responds via known user interface techniques and, if he accepts
the offer, he...

Detailed Description

... for facilitating commerce.

In accordance with the present invention, a controller receives
information relating to **customer activity** with a first vendor,
typically via a **Web page** that a customer accesses. The controller
further receives an indication of items (goods and/or...

...controller determines, based on any of various criteria, whether to
provide an offer for a **subsidy** based on the information relating to

customer activity . For example, a **customer** who places certain items in his virtual "shopping cart" may receive such an offer. The offer for a **subsidy** is from a second vendor (a subsidizing 1 5 vendor), and may define, for example...

...for the item and an obligation for the customer to fulfill in exchange for the **subsidy** . For example, the customer may be obliged to sign up for a credit card or...new customer in one embodiment.

In addition, applicants have also recognized that various types of **customer activities** may be used to indicate, among other things, whether the customer is likely to accept...

...customer begins to interact with a first vendor (e.g. via the first vendor's **Web site**), various types of **customer activity** may be used to indicate whether the customer is willing to transact with the first vendor. Similarly, various types of **customer activity** may be used to indicate whether the customer is willing to transact with a subsidizing

6

vendor. Detection of such **customer activity** can assist in identifying, e.g., which customers should be given offers for **subsidies** , and when.

Referring to FIG. 1A, an apparatus 100 includes a controller 110 that...

Claim

... information relating to customer activity comprises: receiving information via at least one of a **Web server**, a telephone and a POS terminal.

42

. The method of claim 1, wherein the indication of an offer for a **subsidy** is provided via at least one of e-mail, postal mail, and telephone.

5 The...is performed at predetermined times.

41 A method, comprising the steps of receiving information relating to **customer activity** on a **Web site** of a first vendor; determining whether to provide an offer for a **subsidy** based on the information relating to **customer activity** ; determining an offer for a **subsidy** from a second vendor; displaying, via a **Web page** on the **Web site** , an indication of the offer for the 1 5 **subsidy** from the second vendor; receiving customer input via the **Web site** , the customer input representing a response to the offer; receiving a selection of at least...that the offer is accepted.

60 An apparatus, comprising:
means for receiving information relating to **customer activity** on a **Web site** of a 1 5 first vendor;
means for determining whether to provide an offer for a **subsidy** based on the information relating to **customer activity** ;
means for determining an offer for a **subsidy** from a second vendor;
means for displaying, via a **Web page** on the **Web site** , an indication of the offer

for the **subsidy** from the second vendor;
61
means for receiving customer input via the **Web site**, the customer
input
representing a response to the offer;
means for receiving a selection of...
...controlling the processor; and
the processor operative with the program to:
receive information relating to **customer activity** on a **Web site**
of a first
1 5 vendor;
deter-mine whether to provide an offer for a **subsidy** based on the
information relating to **customer activity** ;
determine an offer for a **subsidy** from a second vendor;
display, via a **Web page** on the **Web site**, an indication of the
offer for
the **subsidy** from the second vendor;
62
receive customer input via the **Web site**, the customer input
representing
a response to the offer;
receive a selection of at least...
...method performed by a computer, the method comprising the steps of:
receiving information relating to **customer activity** on a **Web site**
of a first
vendor;
determining whether to provide an offer for a **subsidy** based on the
information
relating to **customer activity** ;
detennining an offer for a **subsidy** from a second vendor;
1 5 displaying, via a **Web page** on the **Web site**, an indication of
the offer for the
subsidy from the second vendor;
receiving customer input via the **Web site**, the customer input
representing a
response to the offer;
receiving a selection of at least...vendor;
providing, in response to the received indication, an indication of an
offer for a
subsidy from a second vendor;
receiving an indication of at least one item the customer desires...S003
SATELLITE PREPAID \$0 3
TELEVISIONZ BALANCE\$10,500
FIGs 7
800
OFFER SUBSIDIZING CUSTOMER **SUBSIDY**
RULE VENDOR ACTIVITY AMOUNT WHEN EFFECTIVE
IDENTIFIER IDENTIFIER
802 120 L22 124 826 82E
R0001 S11 PUT ITEMS IN UP TO \$50 ALWAYS
804 SHOPPING CART
R0002 S12 ACCESS **WEB** UP TO \$50 PURCHASING ITEM P004
806 SITE 101
R0003 S12 ACCESS **WEB SITE** 102 \$40 CREDIT CARD = VISA AND
808 FROM **WEB SITE** 103 TOTAL PRICE > \$100
11-1@ R0004 213 READY TO PURCHASE \$100 CUSTOMER IS FROM A
810 AT LEAST \$100 OF ITEMS NEW ENGLAND STATE
R0005 S14 DOWNLOAD **COUPONS** \$75 CUSTOMER DOES NOT HAVE CABLE
FROM A RETAIL KIOSK TELEVISION FROM SERVICE PROVIDE
FIG, 8
1@ 900
OFFER TRANSACTION SUBSIDIZING OFFER WHEN EXPIRATION **SUBSIDY** TOTAL

Search Report from Ginger D. Roberts

IDENTIFIER IDENTIFIER VENDOR RULE OFFERED DATE AMOUNT PRICE
IDENTIFIER APPLIED
902 920 922 924...

...OFFERS: 1,794 1004
TOTAL NUMBER OF OFFERS ACCEPTED: 1,003 1006
TOTAL AMOUNT OF SUBSIDIES : \$52,800.00 1008
OFFER RULE NUMBER OF NUMBER OF AMOUNT OF
IDENTIFIER OFFERS OFFERS SUBSIDIES
ACCEPTED DUE
1010 L020 1022 1024 1026
1
1@ R1111 1004 500 \$2,500.00...

...300.00
1 1 1
FlGm 10
/ 19
1100
1102
OFFER RULE IDENTIFIER R 3333
CUSTOMER NUMBER OF NUMBER OF ACCEPTANCE
ACTIVITY OFFERS OFFERS RATE
ACCEPTED
1120 L1 22 1124 126
1104 PUT ITEMS
IN SHOPPING 87 48 55%
CART
1106
ACCESS WEB 39 19 49%
PAGE 9876
1108 CLICK ON
"PRODUCT 45 20 44%
INFORMATION"
BUTTON
FIGn...

...15.95 AVAILABLE IN
ART OF WAR 2-3 DAYS
FIGI 12
/19
1300 RECEIVE CUSTOMER INFORMATION
RELATING TO CUSTOMER ACTIVITY
WITH A FIRST VENDOR 1302
AN OFFER FOR NO INTERACT
A SUBSIDY BE CONVENTIONALLY
PROVIDED? WITH CUSTOMER 1306
1304
YES
DETERMINE AN OFFER
FOR A SUBSIDY FROM A
SECOND VENDOR 1308
PROVIDE AN INDICATION OF THE
OFFER TO THE CUSTOMER
1310...

...RESPONSE TO THE OFFER
1314
ES NO
CCEPTANCE OF
THE OF
131
YES

CHARGE A LOWER PRICE
FOR THE ITEMS FlGm 13
1318
1400
RECEIVE INFORMATION
RELATING TO CUSTOMER ACTIVITY
WITH A FIRST VENDOR 1402
SELECT AN OFFER RULE
1404
YES
UST ER ACTIVITY
ISFY...
...INTERACT CONVENTIONALLY
N WITH CUSTOMER 1410
RULE OTHERWI
EFFECTIVE?
1412
YE
GENERATE OFFER USING THE
SUBSIDY AMOUNT AND ADDITIONAL
TRANSACTION REQUIRED AS DEFINED
BY THE SELECTED OFFER RULE
1414.
PROVIDE AN...

...OF THE
OFFER TO THE CUSTOMER
1416
FlGa 14
/ 19
1500
RECEIVE INFORMATION RELATIN
TO CUSTOMER ACTIVITY WIT
A FIRST VENDOR
No INTERACT
FFER FOR, Si 1130in CONVENTIONALLY
wW@ '
BE PROVIDED? WITH CUSTOMER
1504 1506
YES
DETERMINE AN OFFER FOR
A SUBSIDY FROM A SECOND
VENDOR
PROVIDE AN INDICATION OF THE
OFFER TO THE CUSTOMER
1510
RECEIVE...

...ITEMS THE CUSTOMER DESIRES
TO PURCHASE 1512
RECEIVE CREDIT CARD
ACCOUNT IDENTIFIER
1514
CHARGE A LOWER PRICE FOR
THE ITEMS TO THE CREDIT
CARD ACCOUNT 1516
TO FIG. 15B
FIG2 15A
/ 19...

...1522
ES
CHARGE CREDIT CARD ACCOUNT

FOR THE DIFFERENCE BETWEEN THE
ITEM PRICE AND THE LOWER PRICE
PREVIOUSLY CHARGED 1524

FlGo 15B

/ 19

1600

SELECT A CUSTOMER FROM THE
LIST OF NEW CUSTOMERS

1602

E SELECTED NO

CUSTOMER BEEN

OFFERED A

SUBSIDY ?

1604

Y

ER SIDY

LUDE AN OBLIGATIO@ NO

BECOME A CUSTOMER

OF THIS VENDOR?

YE...

...FROM FIRST VENDOR

1702

YES

USTOMER BE ROVIDED THERE MORE

AN OFFER FOR CUSTOMERS IN

SUBSIDY ? HE LIST9

1704 7

Y

PROVIDE AN INDICATION OF

THE OFFER FOR A SUBSIDY TO THE

SELECTED CUSTOMER USING CONTACT

INFORMATION OF THE CUSTOMER

1706

FIG, 17

INTERNATIONAL SEARCH...

20/3,K/59 (Item 52 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00574776

A SYSTEM, METHOD AND ARTICLE OF MANUFACTURE FOR A GOAL BASED SYSTEM
UTILIZING A TABLE BASED ARCHITECTURE
SYSTEME, PROCEDE ET APPAREIL POUR SYSTEME BASE SUR DES OBJECTIFS UTILISANT
UNE ARCHITECTURE FONDEE SUR DES TABLES

Patent Applicant/Assignee:

AC PROPERTIES B V,

ROSENFELD Eren Tolga,

BASSEY Ekpedeme Mfon,

ZADIK Beth Elyse,

O'CONNOR Martha Torrey,

POON Alexander Han Leung,

LANNERT Eric Jeffrey,

SOLOMON Tracey Andrea,

CONANT Jonathan Christian,

ZORBA Alexander,

PUCCIO Carl Michael,

GOBRAN Timothy John,

GILCHRIST James Andrew,

NICHOLS Mark Stewart,

FLEISHER Brandon Denning,

paid at the end of the period. This is commonly referred to...DESCRIPTION
SETTING
Legal The format of the legal agreement used ISDA,BBAFX
Month-end Whether coupon payment dates roll on YES, NO
month-end dates or not
Settle For swaptions whether...the currency which will be indexed in
equal amounts for both the spot and forward coupons .
The credit preference feature of the present invention provides for the
bilateral credit status between...

20/3,K/67 (Item 60 from file: 349)
DIALOG(R) File 349:PCT FULLTEXT
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00431249 **Image available**

MERCHANDIZING SYSTEM

SYSTEME DE MARCHANDISAGE

Patent and Priority Information (Country, Number, Date):

Patent: WO 9821713 A2 19980522

Application: WO 97US20765 19971114 (PCT/WO US9720765)

Priority Application: US 9630492 19961115

Designated States: AU CA JP MX US AT BE CH DE DK ES FI FR GB GR IE IT LU MC
NL PT SE

Publication Language: English

Fulltext Word Count: 7058

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... maintained in the host computer 10 may also be used to offer specific
promotions and discounts to a consumer utilizing a home shopping
service. The discounts may be based on both the on-line and in-store
shopping behavior of the...

...used herein, the terms "on-line" and "home shopping" are intended to
refer to the activity of the consumer away from a retail store,
including but not limited to shopping via telephone, e-mail...

...conduct a retail

10

SUBSTITUTE SHEET (RULE 26)

transaction. It is well known that the Internet or other on-line
service may be used as another form of mass marketing. In...

...However, the data collected and utilized is restricted to what occurs
on-line. However, most consumer activity does not occur on-line, but
instead occurs in the store. The present invention utilizes...

...fact to provide a new and previously unknown service. In accordance with
the invention, a consumer's on-line activity is combined with that
same consumer's activity off-line, i.e. in-store purchasing behavior,
for the purposes of targeting more effectively list via the internet or
other on-line service, much like the shopping list printed at a kiosk 17

...

...list is generated with an expiration date so that the consumer knows
how long the discounts, net prices and promotional items will be
available to the consumer.

In order to offer...

20/3,K/68 (Item 61 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00404006

NATIONAL CUSTOMER RECOGNITION SYSTEM AND METHOD
SYSTEME NATIONAL DE RECONNAISSANCE DE CLIENTS ET PROCEDE CORRESPONDANT

Patent Applicant/Assignee:

HARRAH'S OPERATING COMPANY INC,

Inventor(s):

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Patent and Priority Information (Country, Number, Date):

Patent: WO 9744750 A1 19971127

Application: WO 97US9863 19970523 (PCT/WO US9709863)

Priority Application: US 96653436 19960524

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES
FI GB GE GH HU IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN
MW MX NO NZ PL PT RO RU SD SE SG SI SK TJ TM TR TT UA UG UZ VN YU GH KE
LS MW SD SZ UG AM AZ BY KG KZ MD RU TJ TM AT BE CH DE DK ES FI FR GB GR
IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN ML MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 11222

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... 400 determines 452 the appropriate point level and adjusts 454 the
point tally in the customer 's account accordingly.

Betting activity is also reflected 458 in a separate field for purposes
of determining a customer's...

20/3,K/69 (Item 62 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00354412

MULTILEVEL MARKETING SYSTEMS
SYSTEMES DE COMMERCIALISATION MULTINIVEAU

Patent Applicant/Assignee:

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Patent and Priority Information (Country, Number, Date):

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Priority Application: NZ 270730 19950518; NZ 270731 19950518; NZ 272869
19950825

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GE HU IS JP KE KG KP KR KZ LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL
PT RO RU SD SE SG SI SK TJ TM TR TT UA UG US UZ VN KE LS MW SD SZ UG AM
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Publication Language: English

Fulltext Word Count: 8204

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Detailed Description

Detailed Description

... the range 5 to 10.

To ensure that each sponsor continues to take part in **network** activities, the rewards should also depend on the extent of their **individual activity**. For example, the reward credited to any sponsor may be made proportional not only to...

...than simply a source of recruitment of new participants. This in turn ensures that the **network** continues to be an attractive marketing avenue to advertisers, researchers, vendors and other individuals or organisations which must pay the **network** organiser to have material, products or services distributed to **network** participants. The activity of each participant is assessed regularly at the end of consecutive performance...

...over several intervals to encourage behaviour that is consistent with long term participation in the **network**, and also to smooth fluctuations in what could amount to an appreciable income, due to occasional variations in personal circumstances such as an illness or overseas trip. Offering **prizes** in cash, merchandise or some form of credit is another way to provide an incentive for participants to continue with their **individual activity**. For example, **prizes** could be offered randomly each month, or to the most active participant in each week...a calculation made for each participant, the individual rewards are distributed 995 according to the **network** rules. Rewards calculated as cash amounts are usually paid directly into a bank account designated by the participant on joining the **network**, or may be realised for example, as a **discount** on products purchased in a shopping system of the kind described in the third embodiment...

20/3,K/70 (Item 63 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00285421 **Image available**

METHOD AND SYSTEM FOR SELECTIVE INCENTIVE POINT-OF-SALE MARKETING IN RESPONSE TO CUSTOMER SHOPPING HISTORIES
PROCEDE ET SYSTEME DE DISTRIBUTION DE BONS D'ACHAT EN FONCTION DES ACHATS ANTERIEURS D'UN CLIENT

Patent Applicant/Assignee:

CREDIT VERIFICATION CORPORATION,

Inventor(s):

DEATON David W,

GABRIEL Rodney G,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9503570 A2 19950202

Application: WO 94US8221 19940721 (PCT/WO US9408221)

Priority Application: US 9396921 19930723; US 93141471 19931020

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LV MD MG MN MW NO NZ PL RO RU SD SI SK TJ TT UA UZ VN AT BE CH DE DK ES

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Publication Language: English

Fulltext Word Count: 79153

Main International Patent Class: **G06F-001/12**

International Patent Class: **G06F-15:00 ...**

... **G06F-17:00 ...**

Search Report from Ginger D. Roberts

... G06F-07:08

Fulltext Availability:

Detailed Description

Detailed Description

... a customer is sequentially induced to purchase additional volume or additional products based upon the **customer** 's prior history. Based upon that **customer** 's prior history, the types of incentive coupons can be varied by the system, Further...